

ASSESSING THE GROWING MARKET FOR CONDITION MANAGEMENT SOLUTIONS

FROM HIGH-RISK TO AT-RISK PATIENTS

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CORE BELIEFS AT CHILMARK

Our team is united by a core belief that effective deployment and use of IT is essential to modernizing care delivery and ultimately improving the patient journey. We monitor trends and developments in the industry with a focus on those technologies that will be transformational to healthcare delivery.

We provide comprehensive, objective, high quality research for busy executives. It our way to help create a more informed, future-ready market of products and customers.

Work with us today – be ready for tomorrow.





BRIAN EASTWOOD

Brian Eastwood joined Chilmark Research in June 2015. His research focuses on the role that provider, payer and personal technology can play in advancing consumer-driven health and empowering consumers to make healthy decisions.

Prior to joining Chilmark after 12 years as a journalist, with more than five years of experience covering the healthcare industry at Fierce Markets, CIO.com and TechTarget. He has covered topics such as meaningful use, HIE, fitness tech, interoperability, analytics, innovation and the health insurance industry.

Brian holds a B.S. in Journalism from Emerson College and an M.A. in History from the University of Massachusetts Boston. Outside of work, Brian is a Boston sports fan, history buff and runner who has completed 12 marathons in all six New England states.



KEN KLEINBERG



Ken Kleinberg has more than 38 years of experience in IT. As Vice President for Chilmark Research, which he joined in 2017, he specializes in helping health care stakeholders with IT strategy, specifically EHR adoption, mobile computing, AI, and BI/analytics.

Prior to Chilmark, Ken was Managing Director for the Advisory Board Company; VP of business development at Health Language (now Wolters Kluwer); VP and hospital strategist at Allscripts; Senior Director for Global Healthcare for Symbol (now Motorola/Zebra); and health care VP and editor-in-chief for Gartner. Ken's earlier background includes consulting for the insurance industry in expert systems for Coopers and Lybrand, and consulting for transaction processing with Unisys Corporation.

Ken holds a BS in biology from The State University of NY at Albany and an MA in neuropsychology from Queens College in NY. He has appeared on ABC and CNBC, and has been quoted in USA Today, the NY Times, Forbes, and numerous health care publications. He is a HIMSS Fellow, and has served on the Patient Safety Committee, the Enterprise Information Systems Committee, and the Connected Patient Committee.





Convergence

October 4-6, Boston MA

Inaugural Chilmark Research-hosted event

- ▶ 2-Day Conference in downtown Boston bringing together 150-200 senior executives from across the healthcare industry.
- ▶ Learn from executives at the front of the pack what works for them and what pitfalls to avoid as industry convergence accelerates in response to VBC.
- ▶ Industry pioneers will detail current hurdles, early successes with new business models, and opportunities for strategic, future-forward organizations to thrive.

www.ChilmarkConvergence.com



AGENDA

The Backdrop

Market Snapshot

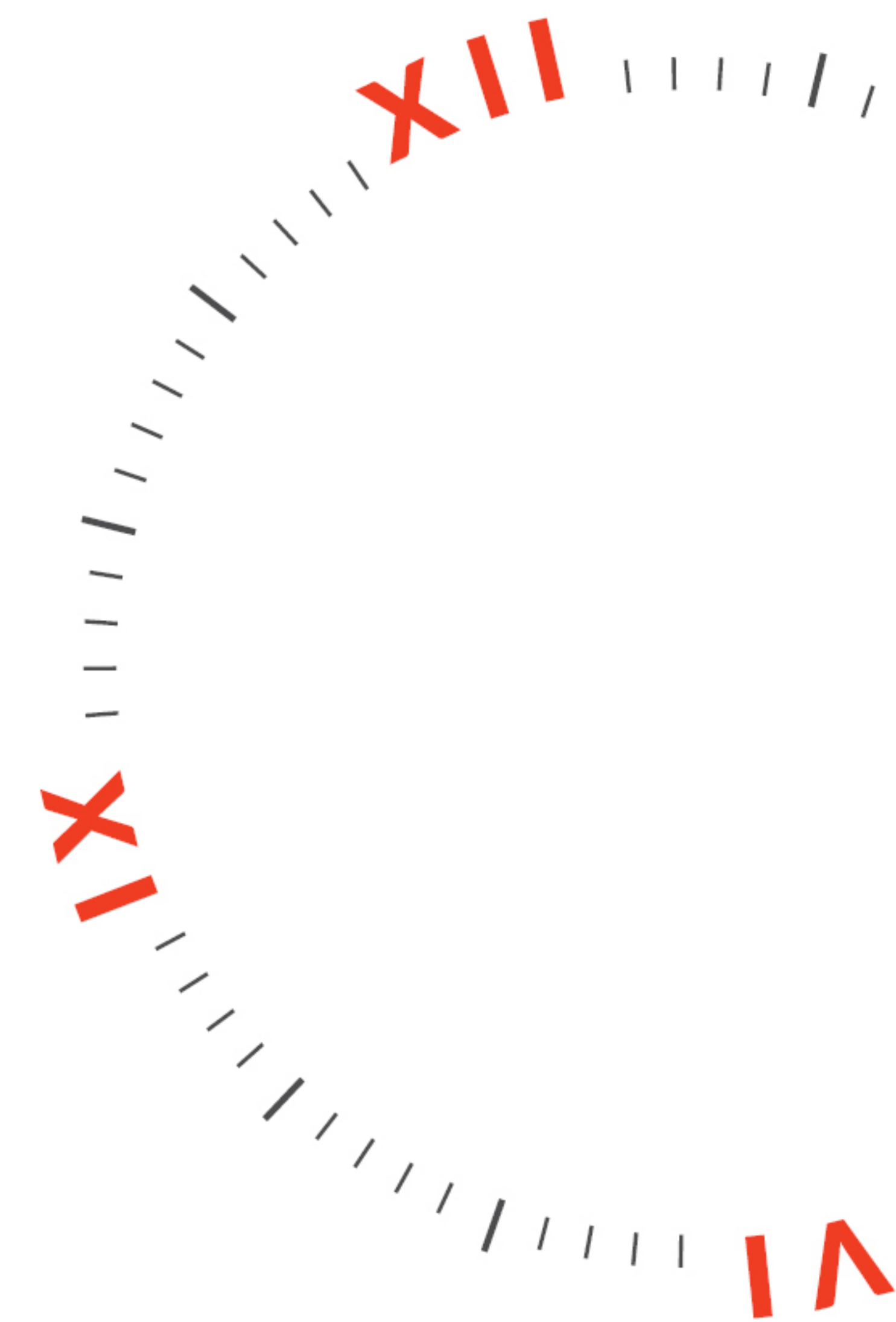
Vendor Profiles

Challenges

Recommendations

Conclusion

Looking Ahead: A New Model for Patient Engagement



THE BACKDROP: CHALLENGES

Increasing prevalence of chronic condition diagnoses

- Type 2 diabetes responsible for 12% of deaths in U.S. ([PLOS One](#))
- 75m adults in U.S. have high blood pressure, but only 54% effectively manage it ([CDC](#))
- Adults w/chronic condition 3x more likely than general population to have depression ([NCBI](#))

Growing pressure to cut costs and improve outcomes

- U.S. healthcare spending to exceed 20% of GDP by 2025 ([CMS](#))
- Growth rate for chronic care spending outpaces all other spending ([JAMA](#))
- Annual healthcare costs now nearly \$27,000 for family of four ([Milliman](#))



THE BACKDROP: OPPORTUNITIES

Continuing success of Diabetes Prevention Program (DPP)

- 2016 audit: \$2,650 in savings, 5% weight loss over 15 months ([CMS](#))
- 1,100 DPP providers, including 50+ digital tools

Potential alignment with chronic care management (CCM) coding

- Support for CPT code 99490 becoming standard in care mgmt. solutions
- De facto process of patient risk identification



Market Snapshot



MARKET SNAPSHOT: THE APPROACH

A more holistic approach than care management

Care Management	➔	Condition Management
Static care plans		Dynamic care plans
Tied to care episodes		Looks beyond care episodes
Limited PGHD support		Accepts, utilizes PGHD
Documents SDoH		Accounts for SDoH in interventions
High-touch engagement		High-tech engagement

More virtual touch points, fewer (expensive) in-person touch points

Emphasizes ongoing management focused on sustained behavior change

MARKET SNAPSHOT: THE FEATURES

For key functionality, devil's in the details

➤ Enrollment

- Rely on customer data
- Clinical staff manage outreach

➤ Care Management

- Use public, proprietary guidance
- Interventions highly digitized
- Varying program length

➤ Engagement

- Mobility, messaging universal
- Device integration mixed
- Caregiver access not a given

➤ Follow-up

- Multiple modalities
- Varying structures



MARKET SNAPSHOT: CONVERGENCE

Majority of key customers: Payers and employers

➤ Why not providers?

- Focus: Episodic care plans that reduce readmissions
- Need % of patients covered in value-based contract > % of high-risk patients

Potential for payer-provider convergence

- Contingent on adoption of value-based contracts
- Requires willing partners (that could be employers)



Vendors and Current Challenges



VENDOR PROFILES

General company information

Key partners

Flagship customers

Pricing model(s)

Solution description

Proof points

Vendors Profiled	Conditions Covered
AbleTo	Mental health
Canary Health	Type 2 diabetes, arthritis, heart disease
Glooko	Type 1 and Type 2 diabetes
Lark	Type 2 diabetes, hypertension, weight management
Livongo Health	Type 1 diabetes
Noom	Type 2 diabetes, weight management
Omada Health	Type 2 diabetes, weight management
Propeller Health	Respiratory (Asthma and COPD)
Twine Health	Type 2 diabetes, hypertension, weight management
Wildflower Health	Pre-natal and pediatric care

CHALLENGES

- **Address comorbidities**
- **Provide clinical integration**
- **Find a starting point**
- **Make solutions more readily available**
- **Achieve lifestyle / behavior change**
- **Overcome program churn**
- **Avoid selection bias**
- **Move on from corporate wellness programs**



NONE SHALL PASS

Recommendations and Conclusions



RECOMMENDATIONS: GROWTH AREAS

Many types of conditions have similar long-term needs

Characteristics of Condition	Needs	Examples
Common comorbidity	Holistic care, lifestyle management, program personalization	Congestive heart failure, high cholesterol, hypertension
Requires long-term tracking	Frequent engagement, PGHD data monitoring	Autoimmune diseases, cancer, food allergies, Type 1 diabetes
Potential for relapse	Sustained behavior change, self-control, resilience	Mental health, PTSD, substance abuse, weight management
Single, high-cost episode	Preparation, education, follow-up	Elective surgery, trauma
Expensive progression	Education, shared decision making	Chronic kidney disease, hemophilia, very rare conditions



RECOMMENDATIONS: ADOPTION

Stakeholders must remain engaged

- Providers: Proof of concept, outcomes
- Employers: Manage at-risk employees
- Payers: Manage costs, utilization
- Vendors: Seek partners, not just customers

Avoid temptation to automate *everything*

Don't just build an app

Help patients change attitudes and priorities, not just behavior



CONCLUSIONS

Expect condition management market activity to increase

View lifestyle management as a differentiator

Address needs beyond the most common conditions

Improve enrollment, engagement functionality

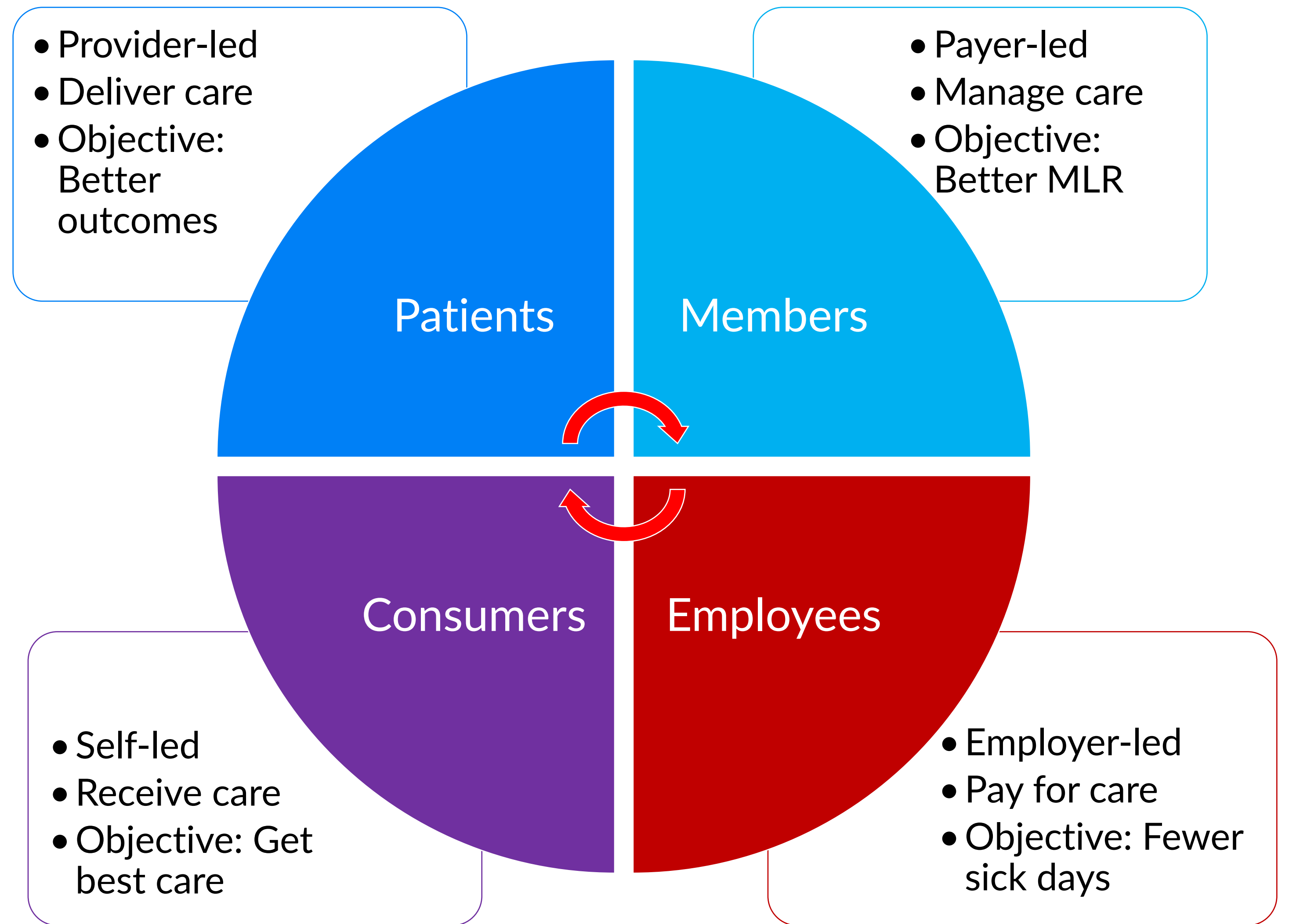
Emphasize platforms instead of apps

Understand that it will take a village



LOOKING AHEAD: A NEW ENGAGEMENT MODEL

- **Recognize the four personas**
- **Engage within and across touchpoints**
- **Provide coordinated care experience**
- **Offer the right solutions at the right time**



Thank You for Attending

Additional Questions?

Please feel free to email Brian directly with any additional questions or inquiries:
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